

FCC 388

DTV Consumer Education Quarterly Activity Report

Instructions

This form should be used to provide the Federal Communications Commission (FCC) with information pertaining to all station activity to educate consumers on the transition to digital television (DTV). All stations should log DTV Transition-Related Public Service Announcements (PSAs) and other DTV activities using the appropriate house (identification) numbers. These logs or records should include the date and time that each DTV activity occurred. This form must be filed in Docket Number 07-148 as Document Type: REPORT, and placed in the station's Public Inspection File. This form must continue to be filed for each quarter in which a station has DTV Transition education obligations.

- Go to the ECFS upload page: http://fjallfoss.fcc.gov/prod/ecfs/upload_v2.cgi
- Fill out the relevant cover sheet information.
- In the "Send Comment Files to FCC (Attachments)" section click the "Browse" button to choose the file you want to attach. (Or the first file if you have multiple files to attach)
- Click on the "Select one of these file types or convert your file to one of these types:" dropdown to choose the type of file that was attached.
- Click "Send Attached File to FCC"
- If you only had one file to attach click "Finish Transaction and Receive Confirmation".
- If you have another file to attach, click on the "Enter Additional Attachments"

Station Call Sign(s)

KETV

Report reflects information for quarter ending (mm/dd/yy)

03/31/08

Have you opted to comply with Option One, Two, or Three (once elected, this choice may not change)?

☐ Option One (A and D)

☒ Option Two (B and D)

☐ Option Three (C and D)

Over the past quarter, have you fully complied with the requirements of this option?

☒ Yes ☐ No

Simulcasting

Are you simulcasting on your Analog channel and your primary Digital stream?

☒ Yes ☐ No

If **YES**, complete only one form for both. If **NO**, complete a form for your Analog channel and a second for your primary Digital stream

<u>Call Sign</u> KETV	Channel Numbers		Community of License					
			City	State	County	Zip Code		
	Analog	7	Omaha	NE	Douglas	68131		
	Digital	20						
Licensee KETV Hearst-Argyle Television, Inc.								
Above, circle the Channel Number(s) to which this form applies.			Nielsen DMA Omaha	World Wide Web Home Page Address www.KETV.com				

Facility ID Number	Previous Call Sign (if applicable)	License Renewal Expiration Date (mm/dd/yy)
53903		06/01/14

Section A (For broadcasters electing Option One)

Stations that elect Option One must place a copy of this form on the station's public website, if such exists.

On its analog channel, and its primary digital stream, a station must air one transition PSA, and run one transition crawl, in every quarter of every day. This requirement will increase to two PSAs and crawls per quarter per day on April 1, 2008, and to three of each on October 1, 2008. Stations are required to air PSAs or crawls at various times in any given day part, and at least one PSA and one crawl per day must be run during primetime hours. On-air education must not contain inaccurate or misleading statements and must be provided in the same language as a majority of the programming carried by the station. PSAs must be at least 15 seconds, and closed-captioned. Crawls must run during programming for no fewer than 60 consecutive seconds across the bottom or top of the viewing area (See rules for additional details).

Have you aired a sufficient number of eligible PSAs (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Have you aired a sufficient number of eligible crawls (28, 56, or 84 per week, depending on the reporting period) during the correct quarters of the day?

☐ Yes ☐ No

Section B (For broadcasters electing Option Two)

On its analog channel, and its primary digital stream, a station must run an average of 16 transition-related PSAs and 16 transition-related crawls, snipes, and/or tickers per week in each quarter, all between the hours of 5 a.m. and 1 a.m.. It must also run one 30 minute DTV-related informational program once, and one 100-Day Countdown piece per day for the 100 days prior to the conclusion of the transition. Comment boxes MUST be used to describe these compliant activities (See rules for additional details).

Total Number of Eligible DTV Transition-Related PSAs and Crawls, Snipes, and/or Tickers (CSTs) Run -- Last Quarter

How many DTV PSAs and CSTs did your station run between 5:00 a.m. and 1:00 a.m. last quarter?

Total 5:00 a.m. to 1:00 a.m. PSAs

215

Total 5:00 a.m. to 1:00 a.m. CSTs

15

For informational purposes only, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 a.m. to 9:00 a.m.?

Total 6:00 a.m. to 9:00 a.m. PSAs

31

Total 6:00 a.m. to 9:00 a.m. CSTs

2

For stations located in the Eastern or Pacific Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 6:00 p.m. to 11:35 p.m. (must average at least 4 per week)?

Total 6:00 p.m. to 11:35 p.m. PSAs

NA

Total 6:00 p.m. to 11:35 p.m. CSTs

NA

For stations located in the Central or Mountain Time Zone, how many DTV PSAs and CSTs did your station run in the last quarter from 5:00 p.m. to 10:35 p.m.(must average at least 4 per week)?

Total 5:00 p.m. to 10:35 p.m. PSAs

31

Total 5:00 p.m. to 10:35 p.m. CSTs

2

Comments (add additional sheets where necessary):

Pursuant to DA 08-757, the reporting period covered by the instant report only includes one day, March 31, 2008. Nonetheless, this report provides information about voluntary measures taken by the Station prior to the effective date of the applicable rule.

KETV aired two local spots this quarter -1) "Are you ready for DTV transition?" :30 second spot and 2) "How to Acquire a Coupon" :30 second spot. The first is a general education type spot explaining the DTV transition. The second spot is explaining how to and where to go to get information on getting a converter box. Both are in English We also aired NAB spots 1)" Future is Here" - which is a combination of what is DTV and how to get a converter box. We aired both Spanish and English Versions. English :15 second spot and Spanish :30/15 second spots. 2) "Digital in the Air" is a general educational NAB spot on DTV which we aired in both English and Spanish both the :30 and :15 second spots. 3) "DTV Transition Phase II" NAB spot which is a general educational spot in both English and Spanish :30 & :15 seconds which we aired in January and part of February. The ticker that is running in Newscasts says: KETV's 7 Can Help is here to help you in the Digital Transition. On February 17, 2009 full-

power analog broadcasting is ending and analog-only television may lose the ability to view KETV's signal. 7 Can Help has all the information you need to make sure you're prepared. Just log on to KETV.com or call 1-888-388-2009.

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

2

Comments (add additional sheets where necessary):

KETV aired two half-hour programs from the NAB called "Countdown to DTV - Are You Ready?" Combination of General Information and how to get a converter box.

Aired 3/22 at 1PM

Aired 3/29 at 4:30PM

100-Day Countdown Eligible Pieces – Last Quarter

Beginning on November 10, 2008, all stations participating in Option Two will engage in special 100-Day "Countdown to DTV" activities. Stations must execute a minimum of one "Countdown to DTV" on-air activity per day during the 100 days leading up to February 17, 2009. During the last quarter, how many of each eligible 100-Day "Countdown to DTV" pieces did your station run?

Graphic Displays

Animated Graphics

17 *Graphic and Audio Displays*

Longer Form Reminders

Comments (add additional sheets where necessary):

We do a :30 graphic and audio at the following times each week starting on 3/14/08.

Mon - First News and 6PM

Tue - Newswatch 7 at 11:30

Fri - Newswatch 7 at 5PM

Sat - Newswatcy 7 at 6PM

Sun First News

The script is as follows: The countdown to all digital television goes on. By law, over the air analog TV signals must end in February 2009. Cable and satellite TV service won't be affected. But, if you receive TV signals over the air, you may need a converter box starting next year.

To learn more, including how to get a coupon for a discount on the converter, go to KETV.com and click on the "Countdown to digital" TV on the homepage.

Section C (For Noncommercial broadcasters only)

On its analog channel, and its primary digital stream, a station must air 60 seconds per day of on-air consumer education, in variable timeslots, including at least 7.5 minutes per month between 6 pm and 12 am. Beginning May 1, 2008, this requirement doubles, and beginning November 1, 2008, it increases again, to 180 seconds per day and 22.5 minutes per month between 6 pm and midnight. It must also run one 30 minute transition education piece once (See rules for additional details).

Have you aired a sufficient amount of consumer education (60, 120, or 180 seconds per day, depending on the date) during each day this quarter?

☐ Yes ☐ No

30 Minute Educational Programs – Last Quarter

How many 30 minute, DTV-related informational programs did your station run during the quarter? The comment box may be used to describe this activity. At least one such program must be run between the hours of 8:00 a.m. and 11:35 p.m., prior to February 17, 2009.

Total number of 30 Minute Informational Programs

Comments (add additional sheets where necessary):

Section D (For all broadcasters)

Additional DTV On-air Initiatives – Last Quarter

Did your station run additional on-air initiatives (such as news reports, town hall meetings, etc.) during the quarter?
The comment box may be used to describe these initiatives.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

1/22/2008 Newswatch 7 5-5:30 PM, 60 sec Television
as we have always known it. - is one year away from
changing forever

1/26/2008 Newswatch 7 11-11:30AM, 30 sec We
want to remind you in less than 380 days all televisions will
be switching to digital

2/2/2008 Newswatch 7 11-11:30A, 30 sec In
less than a year all televisions will be switching to a digital
signal

2/15/2008 Newswatch 7 5-5:30PM, 60 sec We
are just over one year away from analog television signals
going dark

2/16/2008 Newswatch 7 11-11:30AM, 30 sec In
one year all televisions will be switching to a digital signal

2/17/2008 Newswatch 7 11-11:30A, 30 sec US
Nebraska Congressman Lee Terry is on the Committee
overseeing the Digital Conversion

2/17/2008 Newswatch 7 5:30-6PM, 90 sec One
year from today, traditional over the air television signals
will go dark

2/17/2008 Newswatch 7 10-10:30PM, 90 sec One
year from today - TV stations in American will go 100
percent digital

2/18/2008 Newswatch 7 11:30-12P, 60 sec In
one year traditional over the air television signals will go
dark

3/8/2008 Newswatch 7 11-11:30A, 60 sec It
takes place just under one year from now in February 2009.
On that date only digital TV signals will be sent out

3/14/2008 Newswatch 7 5-5:30PM, 30 sec The
countdown to all digital television is underway.

3/15/2008 Newswatch 7 11-11:30A, 30 sec By
law over the air analog TV signals must end in February
2009.

3/17/2008 Newswatch 7 6-6:30PM, 25 sec The
countdown to all digital television goes on.

3/18/2008 Newswatch 7 11:30-12P, 25 sec The
countdown to all digital television goes on.

3/23/2008 Newswatch 7 11:30-12P, 25 sec
We're 331 days away from all digital television.

2/24/2008 Newswatch 7 6-6:30PM, 25 sec The
countdown to all digital television continues

3/24/2008 Newswatch 7 6-6:30PM, 30 sec If
you're confused about the switchover to digital television - a
town meeting is planned for tomorrow night.

3/25/2008 Newswatch 7 11:30A-12PM, 25 sec By
law over the air analog TV signals must end in February
2009.

Station Website Additional Activity Related to the DTV Transition – Last Quarter

Does your station have a Website? ☒ Yes ☐ No

If YES, did your station provide additional DTV related information or activities on that Website? The comment box may be used to describe what was posted on the station's Website.

☒ Yes ☐ No

Comments (add additional sheets where necessary):

KETV has information on their website regarding:

- 1) Getting ready for DTV
- 2) Switchover options
- 3) News & Resources including links to other resources
- 4) DTV Action Spots video
- 5) Why the change?
- 6) Who is affected.
- 7) Choosing an antenna
- 8) Countdown clock on the home page and the DTV Transition Section.

<http://www.ketv.com/digital/index.html>

Additional DTV Outreach Efforts -- Last Quarter

Check all of the DTV related activities listed below that your station engaged in over the last quarter. The comment box may be used to describe this activity.

☒ Speaking Engagements

Comments (add additional sheets where necessary):

To insure that our at risk viewers are given ample opportunity to get information on the DTV transition, KETV is actively searching out these groups and setting up informational meetings. Here are the groups that we have done so far:

2/7/08 - Sarah Smith, President/GM was a guest speaker at the Center for Aging, 1005 O Street in Lincoln, NE. The group consisted of about 30 senior citizens. A one sheet, copy of the actual registration form to order the converter boxes were passed out.

2/15/08 - 12:30PM - Larry Thompson, 7 Can Help Coordinator spoke at a Senior Companion and Foster Grandparents in-service training event. 85 people attended. These volunteers assist frail elderly people in their homes helping them maintain their independence and working with children needing extra attention. Held at Fellowship Hall/St. Paul United Methodist Church, 5410 Corby St.

3/5/08 6PM - Information Meeting regarding DTV Conversion at the Charles B Washington Library, 2868 Ames Ave. The speaker was Sarah Smith, President/GM and 7 Can Help Coordinator Larry Thompson also attended. 4 people showed up.

3/13/08 5PM - Larry Thompson, 7 Can Help Coordinator spoke at the Underwood Towers, a senior high-rise, 4850 Underwood Ave. 36 people attended.

3/14/08 - Warren Behrens, Chief Engineer spoke to the Aksarben Amateur Radio Club about Digital Television.

☒ Community Events

Comments (add additional sheets where necessary):

3/18/08 9A-3PM - KETV co-sponsored a job fair which

attracted 415 people. We had a one-sheet available at the table and each recruiter was versed on the subject as questions occurred.

☒ Other (describe)

Comments (add additional sheets where necessary):

1) KETV has an outdoor marquee on the building. We have put a message on it so that all traffic going by the station can learn about the DTV Transition. Average of 64,000 vehicles pass per day. This includes a countdown clock.
2) KETV has placed a holder outside the front door for viewers to pick up information on the DTV transition when we are closed. We have gone through 75 sheets so far.
3) KETV has another box inside the building for people when we are open. We have gone through 100 sheets in that box.

This comment box may be used to include other comments or information about your station's DTV activity over the last quarter.

Comments (add additional sheets where necessary):

We have been working with the Nebraska Broadcaster's Assn. about trying to set up a volunteer group that will aid people that can not get the converter boxes set up and working. This is still in the planning stage.

STATION CERTIFICATION

I certify that the statements in this document are true, complete, and correct to the best of my knowledge and belief, and are made in good faith.

Typed or Printed Name of Person Signing	Typed or Printed Title of Person Signing
Linda Hood	Program Coordinator
Signature	Date
<input checked="" type="checkbox"/>	4/4/08

WILLFUL FALSE STATEMENTS ON THIS FORM ARE PUNISHABLE BY FINE AND/OR IMPRISONMENT (U.S. CODE, TITLE 18, SECTION 1001), AND/OR REVOCATION OF ANY STATION LICENSE OR CONSTRUCTION PERMIT (U.S. CODE, TITLE 47, SECTION 312(a)(1)), AND/OR FORFEITURE (U.S. CODE, TITLE 47, SECTION 503).

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